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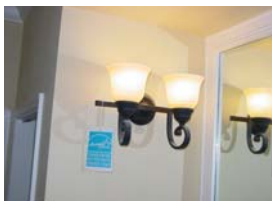
ENERGY STAR® Qualified Lighting Fixtures Light Up the Madera Community – An ENERGY STAR Advanced Lighting Project

In the spring of 2003 construction started on the first four homes of what will be an 88-home “green community” located in Gainesville, Florida called *Madera*. This community is being developed by GreenTrust, LLC in partnership with the University of Florida’s Energy Extension Service. The first four homes in this development are built by four custom builders: Carter Construction, Edinborough Development Corporation, Brooks Design Construction, and Martin McFall Builders. Each home features sustainable design, construction and the latest energy-saving technology, including ENERGY STAR qualified lighting fixtures and ceiling fans. These models were featured in the 2004 Spring Parade of Homes.

“Choosing ENERGY STAR qualified lighting fixtures and ceiling fans differentiates me from other builders in the market.” — Gary Brooks, Brooks Design Construction

During the Parade the Madera project gained local recognition as visitors toured these four special homes. The builders had the opportunity to showcase advanced building techniques, including the ENERGY STAR Advanced Lighting Package, to **1,400** potential buyers. As a result, all four homes were sold.

The Madera subdivision builders agreed that the ENERGY STAR qualified lighting and ceiling fans were very well received by the public. Pierce Jones, Director of the Energy Extension Service, said “I believe that the lighting was on a short list of the clearly recognizable elements



that differentiated Madera from other homes in the Parade.” This is reflected by the fact that all four builders are continuing to promote ENERGY STAR qualified light fixtures and

ceiling fans within the Madera Community and in other projects they are working on.



The Bottom Line Advantage

According to Gary Brooks, Brooks Design Construction, using ENERGY STAR qualified fixtures in new construction and remodeling projects provide two business advantages: differentiation and credibility. Both advantages help Brooks secure projects. Gary explains that ENERGY STAR qualified fixtures helped him gain the trust of a potential client. “I spoke with a potential client who picked up a Sea Gull Lighting ENERGY STAR catalog that was displayed in my model home. She told me that she spoke with another builder who tried to convince her that she did not want fluorescent fixtures – saying the color and quality were bad.” Gary questioned her about this, “Did you think the color quality was bad? And she said, ‘No, I think it looked clean and crisp’.” Gary was able to use his product knowledge to address the client’s needs and make the sale. For Gary, the advantages are clear, “choosing ENERGY STAR qualified lighting fixtures and ceiling fans differentiates me from other builders in the market; especially in the custom home and remodeling market.”

Madera at a Glance:

Price Range: \$250,000 to \$300,000

Description: 88 home development.

Lighting: Four Spring 2004 Parade of Homes featuring ENERGY STAR qualified lighting fixtures and ceiling fans by Sea Gull Lighting.

Gary Brooks, like other builders in the Madera Community, recommend a whole-house ENERGY STAR lighting package to all their home buyers. "What really convinced me, and what means the most to my clients is the ENERGY STAR qualified fixtures are beautiful – I am 'wowed' by the design of the fixtures. In addition, I believe that the benefits of lower utility bills, long lamp life, and less heat are real benefits for my clients."

Gary and the other three Madera project builders were impressed by the ENERGY STAR qualified products. They are so impressed that at least two more of the upcoming Madera homes will feature 100 percent ENERGY STAR qualified fixtures.

Getting the Job Done



Using ENERGY STAR qualified lighting fixtures was a new adventure for the builders working in this community. Product education, service, and support were key in convincing them to use the fixtures. Pierce Jones increased their comfort level by educating the builders on

the benefits of energy-efficient lighting. The builders received further education and encouragement from their local lighting supplier, Lighting Unlimited and the fixture manufacturer, Sea Gull Lighting. Together, they provided sales training to all of the Madera Sub-division builders and worked closely with them to select ENERGY STAR qualified lighting fixtures that fit the décor of the homes.

In addition, Lighting Unlimited worked closely with the builders to ensure that the cost of the ENERGY STAR qualified lighting package fell within their budgets and made sure the materials arrived on site, on time. Finally, ENERGY STAR sales training was provided to residential sales agents to ensure they were ready to answer any question posed by the public during the Parade of Homes.

During the Parade the ENERGY STAR qualified lighting fixtures were identified by hangtags. An electric meter display demonstrated the energy savings from ENERGY STAR qualified products that would result in lower utility bills. This was a big hit with the visitors.

According to Gary, who answered visitor questions during the Parade, "the lighting was well received by the public;

all the consumer myths associated with fluorescent lighting were dispelled. With today's large selection of fixtures, more and more people are going to choose ENERGY STAR qualified products".

Within These Walls

The Brook Design Construction's 1,892 square foot, 2 bath, 3 bedroom home features ENERGY STAR qualified lighting fixtures throughout the home including ceiling fans, and ceiling fan light kits from Sea Gull Lighting.



Over 90 percent of the lighting fixtures installed in this home are ENERGY STAR qualified, easily exceeding the ENERGY STAR Advanced Lighting Package requirements.

Helpful Hints and Sales Tips

- Work closely with your manufacturers, and distributors to assist with technical and selection criteria.
- Use point-of-purchase materials and displays to illustrate energy savings and benefits of ENERGY STAR qualified lighting.
- When considering lighting fixtures, don't forget about ENERGY STAR qualified ceiling fans with lighting. In the Florida market, where each home has an average of four fans installed often running all day, new homeowners could save an additional \$100/year¹ by choosing qualified models.
- Be enthusiastic about the products. Understand the intrinsic benefits of ENERGY STAR qualified lighting fixtures and ceiling fans. Use this knowledge to address the client's needs and make the sale.
- Demonstrate the aesthetic appeal and quality of ENERGY STAR qualified lighting fixtures and ceiling fans by using them to light the model home.

For More Information...

on business opportunities with the ENERGY STAR Advanced Lighting Package, contact Meghan Hoye, ICF Consulting, at 703-934-3089, or by e-mail at mhoye@icfconsulting.com.